

# Exhibit 16


**RESERVATION • REWARDS**

**Click for Benefits! ➤**


  
\$10 Cash Back


  
Store Coupons


  
Dining Coupons


  
Movie Discounts


  
Travel Benefits

**Member #: 12033613024**  
[Reservation Rewards](#)

Dear FNAME LNAME,

I'm sure you'll want to take advantage of all your valuable benefits from Reservation Rewards. Especially your \$10.00 Cash Back Award on your next Priceline.com reservation for joining Reservation Rewards. If you haven't already claimed your Thank-you Reward, now's the time to do so.

**It's easy to get your \$10.00 CASH BACK AWARD**

Just make a reservation at Priceline.com any time you want within the next 10 weeks. To get your \$10.00, simply email your Priceline.com reservation confirmation receipt within 30 days of making your reservation at Priceline.com to [cashbackaward@reservationrewards.com](mailto:cashbackaward@reservationrewards.com)

**IMPORTANT: PLEASE SEND YOUR RESERVATION CONFIRMATION TO [CASHBACKAWARD@RESERVATIONREWARDS.COM](mailto:cashbackaward@reservationrewards.com). DO NOT SEND YOUR RESERVATION CONFIRMATION TO Priceline.com FOR YOUR CASH BACK.**


Make sure your reservation number and reservation date are included. We'll then send you a check for \$10.00 in 4 to 6 weeks. We cannot open attachments in email, so please do not include attachments in your confirmation email. Your \$10.00 Cash Back Award is a one-time only, non-transferable offer. One per household, please.

**Cash Back: One of many ways to save with Reservation Rewards!**

Here's the rest of the story in a nutshell:

- [SAVE at Leading Retailers Close to You](#)
- [SAVE at Top Attractions](#)
- [SAVE on Dining—Buy-1-Get-1 on Us](#)
- [SAVE on Movie Tickets](#)

Thanks again for being a Reservation Rewards member where you can get \$10.00 Cash Back on your next Priceline.com reservation, enjoy deep discounts at leading retailers, save up to 50% at top attractions and get discounts on dining and movie tickets. Plus, valuable travel protection that means peace of mind for you and your family.

Sincerely,



Marty Isaac  
 Senior Vice President  
[Reservation Rewards](#)

P.S. Hurry! Your Cash Back Award expires in 75 days so make your reservation today!

**Contact Reservation Rewards**

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